



Atty Dkt. No.: 005863.P001R ✓

2054  
2058  
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

10/029,635

In re Reissue Application of:

George R. Garrick, et al.

) Examiner: Unassigned

Serial No.: 101029,635

) Art Unit: Unassigned

Filed: October 19, 2001

For: PROCESS FOR OPTIMIZING THE  
EFFECTIVENESS OF A HYPERTEXT  
ELEMENT

In re Reissue Application of:

Original Patent No.: 5,968,125

Issued: October 19, 1999

For: PROCESS FOR OPTIMIZING THE  
EFFECTIVENESS OF A HYPERTEXT  
ELEMENT

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Technology Center 2100

Assistant Commissioner of Patents  
U.S. Patent and Trademark Office  
Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT  
FOR REISSUE APPLICATION

Sir:

Enclosed is a copy of Information Disclosure Citation Form PTO-1449  
together with copies of the documents cited on that form. It is respectfully

FIRST CLASS CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231 on

December 7, 2001

(Date of Deposit)

Beverly Kehoe Shea

(Typed or printed name of person mailing correspondence)

Beverly Kehoe Shea 12/7/01

(Signature of person mailing correspondence)

requested that the cited documents be considered and that the enclosed copy of Information Disclosure Citation Form PTO-1449 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicant(s).

Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under one of the following (as indicated by an "X" to the left of the appropriate paragraph):

- X      37 C.F.R. §1.97(b), filed within 3 months of the filing of the Reissue Application.
- 37 C.F.R. §1.97(c). If so, then enclosed with this Information Disclosure Statement is one of the following:
- A statement pursuant to 37 C.F.R. §1.97(e) or
- A check for \$180.00 for the fee under 37 C.F.R. § 1.17(p).
- 37 C.F.R. §1.97(d). If so, then enclosed with this Information Disclosure Statement are the following:
- (1)      A statement pursuant to 37 C.F.R. §1.97(e); and
- (2)      A check for \$180.00 for the fee under 37 C.F.R. §1.17(p) for submission of the Information Disclosure Statement.

If there are any additional charges, please charge Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: 12/7, 2001



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Judith A. Szepesi  
Reg. No. 39,393

12400 Wilshire Blvd.  
Seventh Floor  
Los Angeles, CA 90025-1026  
(408) 720-8300

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Beverly Kehoe Shea  
Name of Person Mailing Correspondence

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Signature Date

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(Reissue Application of Patent No. 5,968,125)

Serial/Patent No.: Unassigned / Filing/Issue Date: October 19, 2001

Client: NetROI

Title: Process for Optimizing the Effectiveness of a Hypertext Element

BSTZ File No.: 005863-P001R

Atty/Secty Initials: JAS/bks

Date Mailed: December 7, 2001

Docket Due Date: \* \* \*

The following has been received in the U.S. Patent & Trademark Office on the date stamped hereon:

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| <input type="checkbox"/> Amendment/Response (____ pgs.)                                    | <input type="checkbox"/> Express Mail No: _____                                         | <input type="checkbox"/> Check No. _____ |
| <input type="checkbox"/> Appeal Brief (____ pgs.) (in triplicate)                          | <input type="checkbox"/> _____ Month(s) Extension of Time                               | Amt: _____                               |
| <input type="checkbox"/> Application - Utility (____ pgs., with cover and abstract)        | <input checked="" type="checkbox"/> Information Disclosure Statement & PTO-144 (4 pgs.) | <input type="checkbox"/> Check No. _____ |
| <input type="checkbox"/> Application - Rule 1.53(b) Continuation (____ pgs.)               | <input type="checkbox"/> Issue Fee Transmittal                                          | Amt: _____                               |
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| <input type="checkbox"/> Declaration & POA (____ pgs.)                                     | <input type="checkbox"/> Small Entity Declaration for Indep. Inventor/Small Business    |                                          |
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Other: copies of cited references (14).